

Reading list for Theory of Sciences (SMMV21), 15 credits.

The reading list was approved by the Board of the Department of Service Management and Service Studies 13 November 2019, revised 20 November 2020.

The reading list is valid from 18 January 2021.

- Best, Joel. (2012). *Damned Lies and Statistics: Untangling Numbers from the Media, Politicians, and Activists*. Berkeley: California University Press. [206 s. ISBN 0-520-21978-3]. Finns som E-bok.
- Brosnan, Kylie, Babakhani, Nazila, & Dolnicar, Sara. (2019). "I Know What You're Going to Ask Me" Why Respondents Don't Read Survey Questions. *International Journal of Market Research* 61(4): 366-379.
- Bryman, Alan. (2012 or later). *Social Research Methods*. Oxford: Oxford University Press. [s. 1-156, s. 160-182, s. 614-625, totalt 180 s. ISBN 9780199689453]
- Flick, Uwe. (2014 eller senare). *An Introduction to Qualitative Research*. London: Sage. [587 s. ISBN 9781446267790]
- Flyvbjerg, Bent. (2006). Five Misunderstandings about Case-Study Research. *Qualitative Inquiry* 12(2): 219-245.
- Kozinets, Robert V. (2002) The Fields Behind the Screen: Using Netnography for Marketing Research in Online Communities. *Journal of Marketing Research* 39(1): 61-72.
- Kozinets, Robert V. (2010). *Netnography. The Marketer's Secret Weapon*.
http://www.etnografiadigitale.it/wp-content/uploads/2012/05/NetBase_Netnography_Kozinets_Paper.pdf.
- May, Tim. (2011). *Social Research, Issues, Methods and Process*. Maidenhead: Open University Press. [332 s. ISBN 9780335235674]. Finns som E-bok.
- Rose, Gillian. (2012). *Visual Methodologies: an Introduction to Researching with Visual Materials*. London: Sage. [102 s. Kap.1, 2, 5, 8. ISBN 9780857028884]
- Yin, Robert K. (2013) Validity and Generalization in Future Case Study Evaluations. *Evaluation* 19 (3): 321-332.
- Wagner III, W., & Gillespie, B. (2019). *Using and interpreting statistics in the social, behavioral, and health sciences*. Thousand Oaks, CA: SAGE Publications, Inc. [232 s. ISBN 9781544321110]
Doi: 10.4135/9781071814284. E-bok.
- Zillinger, Malin. (2019). The curious case of digital information search. *Current Issues in Tourism*.
<https://doi.org/10.1080/13683500.2019.1639641>

Total amount of pages: Approx. 1 700.